

2010 YOUTH EMPLOYMENT CAMPAIGN

FOR IMMEDIATE RELEASE

Brockton – On Thursday, March 11th from 9:00am- 3:00pm, local and state dignitaries and business owners will be participating in a telethon to locate positions within private businesses for our youth. Being held at the BAWIB Offices, this collaborative effort by Mayor Balzotti, the Metro South Chamber of Commerce, MY TURN, Inc., Brockton Public Schools, Brockton Area Private Industry Council (BAPIC), the One Stop Career Center and additional youth serving organizations will benefit the youth and the community of Brockton.

Linda M. Balzotti, Mayor of Brockton, the Brockton Area Workforce Investment Board (BAWIB) and the Metro South Chamber of Commerce are joining together to provide the necessary leadership in promoting the 2010 Youth Employment Campaign. The Brockton Public Schools, MY TURN, Inc., and other youth-serving agencies will be collaborating with us to broker work experiences for young people. Youth employment is a central focus of this city's ongoing youth agenda and this focus has never been more important. The Youth Employment Campaign has set two goals in regards to this summer. The first is to secure \$130,000 in funding to be used for the placement of one hundred twenty-five (125) youth in subsidized summer work experiences within local public, community and faith-based organizations. The second goal is to develop one hundred fifty (150) private sector job pledges for youth.

Each youth will be placed with a business or community partner to learn new skills and work habits that will enable them to build a strong foundation for a successful career. Participants will work with employers and a case manager to complete the Massachusetts Department of Elementary & Secondary Education Work-based Learning Plan. In addition to the advantages of summer employment for the youth, the community at large will benefit from the positive actions of our youth. Employers are being asked to commit to one or both of these options to provide an opportunity for our youth to gain new skills, learn about career choices, and also to productively utilize part of their summer to gain knowledge for the future. In previous years, youth have been successful in filling the following positions: office operations- filing, answering phones, data entry, or with special projects that keep getting put on the back burner. We also had youth that were interested in hands-on activities such as landscaping and cooking. Whatever the position, we have youth in our community who are eager to work and learn. We urge you to support our efforts by making a pledge or donation today.

Contact:

Sheila Sullivan-Jardim, Executive Director
508-584-3234 or ssjardim@bawib.org or

Susan McKenna, Coordinator of Special Projects
508-584-3234 or smckenna@bawib.org